

Message Text

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E.O. 11652:N/A

TAGS: BEXP, AS

SUBJECT:1ST QUARTER FY 78 CCP REPORT

REF: CANBERRA 0676

1. THE WCAG MET FEBRUARY 10 AT STATE TO DISCUSS THE CONTENTS OF REFTEL.
 2. PARAGRAPHS ONE THROUGH FOUR RAISED A NUMBER OF POINTS WHICH INDICATE THAT A RE-STATEMENT OF CCP OBJECTIVES WOULD BE HELPFUL.
 3. CCAG SHOULD KEEP IN MIND THAT PREPARATION OF THE CCP
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DOCUMENT SERVES FAIRLY CONCRETE PURPOSES. AMONG THEM:

(A) IT SHOULD AID THE POST IN FOCUSING THOUGHT CONCERNING COMMERCIAL ACTIVITIES, E.G. CHANGES OF COMMERCIAL SIGNIFICANCE IN THE HOST COUNTRY'S ECONOMY, FEASIBILITY OF POSSIBLE PROGRAM GOALS, RESOURCES, PRIORITIES, ETC.;

(B) IT IS FUNDAMENTALLY AN ANNUAL OPERATING PLAN, A TOOL INTENDED TO PROMOTE THE OPTIMAL DEPLOYMENT OF LIMITED RESOURCES IN FURTHERING WASHINGTON/FIELD FORMULATED OBJECTIVES. WE STRONGLY

CONCUR WITH YOUR ASSESSMENT OF THE IMPORTANCE OF SUBSTANCE. HOWEVER, AS MANAGEMENT TOOLS, CCP'S MUST COPE WITH NOT ONLY THE "WHAT" BUT ALSO THE "WHO," "HOW," "WHEN," "WHERE" AND "HOW MUCH" AND BE VIEWED AS A PROCESS ENTAILING A NECESSARY DEGREE OF MANAGEMENT CONTROL WHICH THE PRESENT FORMAT AND DATA ARE INTENDED TO FACILITATE.

(C) IT IS, A QUASI-CONTRACT BETWEEN THE POSTS AND WASHINGTON AGENCIES IMPLYING PROFESSIONAL OBLIGATIONS AND SUPPORT ON BOTH SIDES;

(D) IT SHOULD ASSIST IN NAILING DOWN ADEQUATE FUNDING FOR POST COMMERCIAL ACTIVITIES;

(E) IT SERVES MANY PURPOSES APART FROM POST OPERATIONS. FOR EXAMPLE, THE CCP IS USEFUL FOR CONGRESSIONAL PRESENTATIONS, FOR RESPONDING TO CONGRESSIONAL INTEREST IN COMMERCIAL PROGRAMS, AND FOR DEFENDING THOSE PROGRAMS. FURTHER, IT PROVIDES DATA FOR COMPARATIVE ANALYSIS OF ECONOMIC/COMMERCIAL ACTIVITY, RESOURCE UTILIZATION, AND PROGRAM ACCOMPLISHMENTS AND HAS ADDED A NEW
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DIMENSION FOR BUDGETARY AND PERSONNEL PLANNING BY WASHINGTON MANAGERS;

(F) IT IS A VEHICLE FOR INTER-AGENCY COOPERATION IN COMMERCIAL PROGRAMS.

THE QUALITY AND QUANTITY OF EFFORT THAT GO INTO PREPARATION OF THE CCP DOCUMENT SHOULD BE COMMENSURATE WITH THE PURPOSES IT SERVES. THE AVERAGE PERCENTAGE OF TIME ALLOCATED TO MANAGEMENT BY ALL CCP MISSIONS (AUSTRALIA INCLUDED) HAS BEEN IN THE RANGE OF SIX TO EIGHT PERCENT OVER THE LAST TWO YEARS, A COMMITMENT WHICH SEEMS NEITHER OVERLY BURDENSOME NOR INCOMMENSURATE WITH KEEPING SUBSTANCE WELL AHEAD OF PROCESS.

THE FORMAT OF THE CCP DOCUMENT TAKES INTO ACCOUNT BOTH OUR DESIRE TO KEEP IT RELATIVELY LEAN AND OUR DESIRE TO PROVIDE GUIDELINES AGAINST WHICH THE POSTS CAN TAKE ACTION.

AS THE E/C COUNSELOR HAS ALWAYS TAKEN AN ACTIVE ROLE IN FORMING AND OVERSEEING THE COMMERCIAL PROGRAM IN AUSTRALIA,

WE WOULD PREFER THAT THE NEW E/C COUNSELOR HAVE THE OPPORTUNITY TO OBSERVE THE PRESENT CCP IN ACTION BEFORE MAKING A JUDGMENT ON SUGGESTED IMPROVEMENTS.

4. PER PARA 1 REFTTEL, THE EAG HAS BEEN FULLY APPRISED OF THE UNAVOIDABLE DELAYS IN PUBLISHING THE FY 78 CCP. AS CCAG IS AWARE, IT IS INHERENT IN THE CCP PROGRAM THAT THE NEGOTIATED DRAFT LEFT WITH THE POST PREVAILS UNTIL A LATER DRAFT OR THE PRINTED DOCUMENT IS SENT TO THE ACTION POST FOR FURTHER DISTRIBUTION.

5. WCAG ALSO ADDRESSED THE COMMENTS REGARDING INDIVIDUAL CAMPAIGNS 1, 2 AND 3. THESE CAMPAIGNS CONTINUE TO BE PRODUCTIVE, EXPORT-PRODUCING, AND VERY MUCH IN LINE WITH UNCLASSIFIED

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CCP AIMS AND OBJECTIVES. THE BUSINESS INFORMATION BOOTH AT THE MEAT AND ALLIED TRADE FAIR HAS BEEN DELETED. COMMENTS ON CAMPAIGNS 4 AND 5 ARE NOTED.

6. DESPITE THE FACT THAT WE ARE MAKING FEW CHANGES IN THE FORMAT THIS YEAR, WE DO REVIEW THE FORMAT EACH YEAR. WE ARE ALWAYS OPEN TO SPECIFIC SUGGESTIONS FOR IMPROVEMENT. INDEED, IF THE EMBASSY FEELS CERTAIN THAT IT COULD OFFER A NUMBER OF CONSTRUCTIVE SUGGESTIONS AS PARAGRAPH FOUR OF 0676 STATES, OUR MUTUAL INTERESTS WOULD HAVE BEEN BETTER SERVED HAD THEY ACTUALLY BEEN TRANSMITTED. VANCE

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